

Abstract

Bachelor thesis „Communication activities of Ikea brand in the Czech market during 2009–2011“ describes the company Ikea and its individual communication activities. It includes a brief company history, a story of its inception in 1943 and subsequent development to the present day. It also deals with the current situation of the brand from a global perspective. The thesis does not omit analysis of the reasons that led to the fact that the brand has become an icon. The work includes analysis of Ikea’s position in the domestic market, its competition (focusing on competition from other furniture chains), the different instruments of marketing mix (product, price, distribution, promotion) and how the company uses them. The main part of the bachelor thesis deals with the various communication activities on the Czech market within three years. It describes and analyzes the print ads, outdoor, television and radio communication, online and in-store activities, Ikea Family loyalty program and corporate social responsibility (CSR), in both theoretical and practical level, applied to specific cases. Based on the acquired knowledge, the last chapter evaluates the effectiveness of these activities, or even suggests possible solutions for discovered problems in communication.